

EMAIL ACCESSIBILITY CHECKLIST

Content

- Subject line is concise & descriptive
- Font is 14px or larger
- Avoid thin fonts
- Copy is left aligned (not centre or justified)
- 1.5 line spacing minimum
- Paragraphs are short and punchy
- Language used is easily digestible
- Tables are optimised & logical
- Heading elements are used
- Headings are relevant to content
- Text colour contrast is sufficient
- Images do not contain text
- Images have alt text
- Alt text is meaningful
- Link text is meaningful
- Ensure plain text version is available

Desktop and webmail

- Can zoom in on email content (200%)
- Content is fully keyboard accessible
- Structural HTML mark up is retained
- Reading order is logical

Mobile

- Email can be resized using pinch
- Content can be read by screen reader

NOTES

Some useful free resources

- [Funkify.org](https://funkify.org/) - Chrome web extension
- <https://readable.com/>
- <http://www.accessible-email.org/>
- <https://contrast-ratio.com/>